

MY PAGE

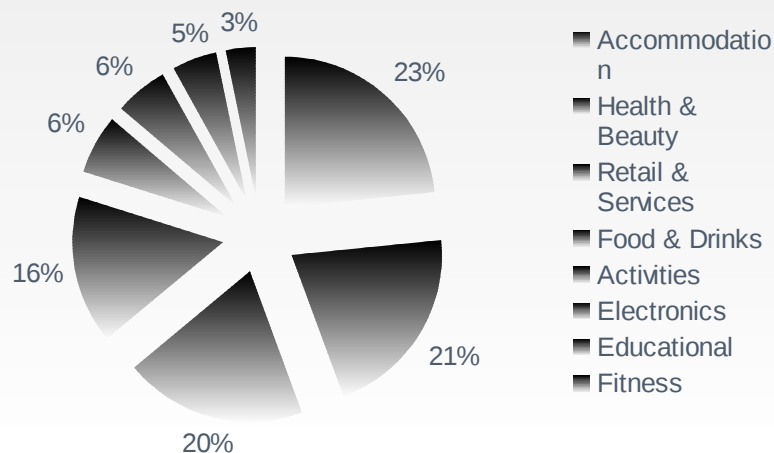
**January – June 2013
Daily Deal Market Data**

		2011	2012	January – June 2013
Consumer Spending	€	46,000,000	€52,831,000	€26,865,000
Average Spend per Day	€	126,027	144,742	€148,425
No. Vouchers Sold		1,500,000	1,630,000	841,800
Average Sold per Day		4,110	4,466	4,650
No. Deals Done		12,500	18,307	10,296
Average Sold per Deal		120	89	82
Saved by Consumers	€	83,000,000	€94,772,000	€45,830,000
Average Saving per Deal		55%	58%	51%
Market Share top 5		87%	89%	89%

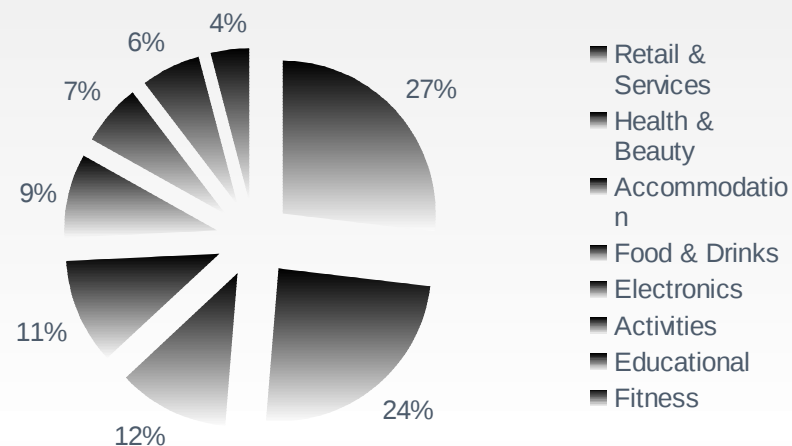
Jan – June 2013 at a glance.

- Consumer spending is very well forming
- For 3rd year in a row consumer spending per day has increased to almost €150,000 per day!
- The government's National Digital Strategy report showed:
 - Irish consumers spent 3.7bn online each year (forecasted to grow)
 - Average person spends **€1,400** a year (or **€116** per month) online
 - **Six out of ten** Irish adults shop online. All of them plan on increasing that expenditure
 - **81 per cent** search the Internet for the best deals or information before purchasing
- The total saved through the purchase of daily deals is expected to reach €100 million this year
- Top 5 market share has remained the same

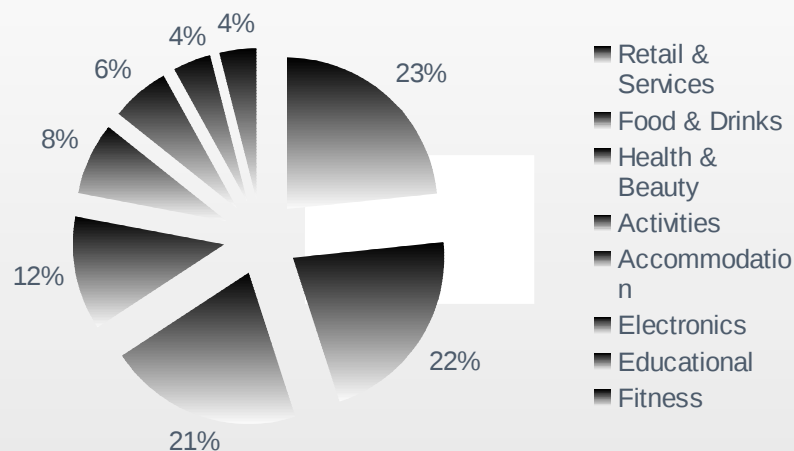
€26.9m split by category (Jan-Jun 2013)



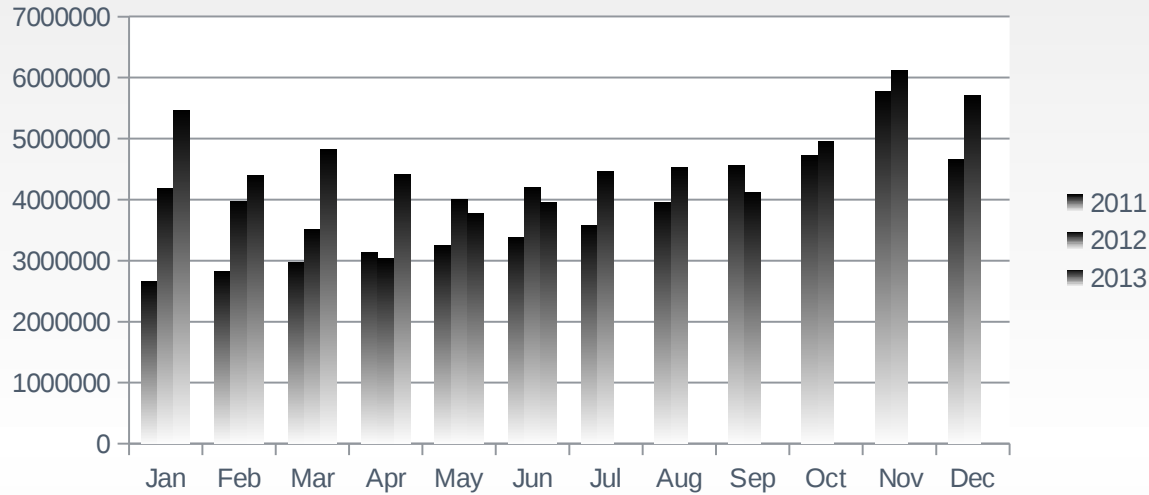
10,296 deals split by category (Jan-Jun 2013)



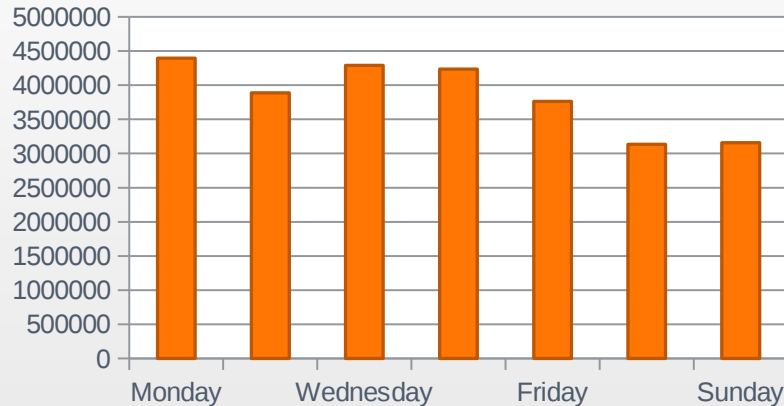
575,300 vouchers sold by category
841,800 vouchers sold split by category (Jan-Jun 2013)



Monthly spending 2011 – June 2013



Consumer spending / day



Top 5 by Voucher Revenue

# Site	Date	Offer	Old Price	Offer Price	# Sold	Revenue	Total Saved
1LivingSocial.com	24/03/2013	Captain Americas. €60 to Spend on Food and Drink . back by popular demand:.	€60	€	29	€4163120,727	€130,801
2Groupon.ie	01/05/2013	3000 Pocket Sprung Mattress with Layer of Memory Foam from €299 With Free Delivery	€936	€	299	€339101,361	€215,885
3Groupon.ie	04/02/2013	Cooks Professional Stand Mixer for €105 (71% Off)	€359	€	105	€82286,310	€208,788
4LivingSocial.com	31/05/2013	Thunder Road Café. €60 to Spend on Food and Drink.	€60	€	29	€275379,837	€86,499
5Groupon.ie	01/03/2013	Cooks Professional Stand Mixer for €105 (71% Off)	€359	€	105	€73977,595	€187,706

Top 5 by Number of Vouchers Sold

# Site	Date	Offer	Old Price	Offer Price	# Sold	Revenue	Total Saved
1LivingSocial.com	16/06/2013	Nifty Spot. Extra-Long Three-Metre USB Cable for iPhone 4/4S, iPad 2/3, and iPod;	€25	€	2	€510010,200	€117,300
2LivingSocial.com	24/03/2013	Captain Americas. €60 to Spend on Food and Drink . back by popular demand:.	€60	€	29	€4163120,727	€130,801
3Groupon.ie	19/05/2013	Dublin Bus: Hop-On Hop-Off City Tour (€7) or Ghost Bus Tour (€14)	€15	€	7	€344724,129	€28,610
4LivingSocial.com	16/02/2013	Trending Picks. Pack of 16 (Pay €12) or 32 (Pay €20) Razor Blades for Fusion, Mach 3, or Venus	€35	€	12	€285434,248	€66,470
5LivingSocial.com	31/05/2013	Thunder Road Café. €60 to Spend on Food and Drink.	€60	€	29	€275379,837	€86,499